

# Turn Me Wine Collection



## Printed Cases



## Key Factors

### Vintage Package

The Package is based off of artwork done by the famous 1950's pin-up artist Alberto Vargas (First pin-up artist published in Playboy and Esquire). A very classic vintage design, with screw cap closure for everyday drinking ability.

### Unique Wine Styles

The Turn Me Collection was created to help people "Turn" into a certain style of wine drinker. Turn Me Riesling, an off dry Riesling for the Moscato lovers who want to start drinking dry, Turn Me Red, a soft Austrian red Blend for the consumer who want to transition into red and a Sweeter Styled Tempranillo for those drinkers who love berry fruit but don't want to be overwhelmed with sweetness.

### Promotions

The Turn Me Wine collection is a series of wines that are all based off of live models selected from our semi-annual "Look-alike" contest where consumers submit photos over social media for a chance to be the next "Model on the Bottle!" Followed by special appearances, bottle signing and much more!

## Customer Advantage

### Line Pricing

Turn Me Wines pricing structure is very unique since all wines are listed at the exact same price, making it easy on the sellers and buyers. Turn Me Wines was also voted Top 10 wines under 10 Dollars by tasting.com

### Selling a Collection

Turn Me Wines as a collection has seen a tremendous amount of success, although all three wines are from different regions they are usually sold best as a collection. With new label releases every few years we want to create a unique and affordable collecting experience for the consumer.

### POS

Turn Me Wines supports all sales with neck hangers, shelf talkers, vintage posters, gift boxes, bottle sleeves, magnum display bottles and more!

## About Turn Me Wines



1. Vintage Packaging
2. Wine Styles
3. Line Pricing
4. POS

"Turning people into wine drinkers one glass at a time since 2005"

## Turn Me Wines

SRP

	Price	SRP
Red	\$	\$9.99
Riesling	\$	\$9.99
Sweet Red	\$	\$9.99